

This Week's Friday Report



San Francisco Hispanic Chamber of Commerce

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<http://www.sfhcc.com/>

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FRIDAY REPORT: October 23, 2009



Upcoming Events

- [Nov 1 - Día de los Muertos with SF Symphony](#)

Check the [Mark Your Calendars](#) Section for more information about these events.

WEATHER

San Francisco Weekend Weather

Saturday ²⁴	Sunday ²⁵
 High 69°F Low 59°F Partly Cloudy	 High 71°F Low 60°F Sunny
Precip: 10%	Precip: 0%

NEWS

Act Now On Expiring 2009 Tax Breaks

By Jason Alderman, VISA, Practical Money Matters

In the depths of the recession the government passed the 2009 economic stimulus bill and tweaked the federal tax code to help boost consumer spending and assist people who were losing their jobs, homes and benefits. Now, several of those tax breaks, rebates and other incentives are due to expire at year's end.

Congress and the Obama Administration may ultimately decide to retain some or all of these benefits. But just to be safe, here are a few you may want to tap now, if they make sense for your individual situation:

Homebuyer tax credit. If you haven't owned a home in the past three years and meet certain income guidelines, you may qualify for a tax credit of up to \$8,000 on homes purchased before December 1, 2009. This is a tax credit, not a deduction, which means your taxable income is reduced by the credit amount. For more details, search for the First-Time Homebuyer Question and Answers document posted on the IRS website (www.irs.gov).

Property tax standard deduction. If you don't qualify to itemize deductions on your federal income tax but do pay state or local real estate taxes, you may qualify to add up to \$500 (\$1,000 for joint filers) in property taxes paid this year to your standard tax deduction. Rules and filing instructions are complex, so read IRS Tax Tip 2009-47 at www.irs.gov for details.

Sales tax deduction for new cars. If you buy a new car, light truck, RV or motorcycle before December 31, 2009, you may be able to deduct state and local sales and excise taxes on up to the first \$49,500 of the purchase price, even if you don't itemize deductions. The deduction gradually phases out for those whose adjusted gross income is over \$125,000 (\$250,000 for married couples filing jointly). Please note that this is different from last summer's expired "Cash for Clunkers" program.

Health insurance. If you are laid off before December 31, 2009, and your employer has 20 or more employees and offers health insurance, you may qualify for a 65 percent subsidy of the cost to continue coverage through COBRA, the federal law that allows many people to retain such coverage at their own expense. Check with your human resources department and visit the Department of Labor's website for more details: <http://www.dol.gov/ebsa/cobra.html>.

Deduction for education expenses. Through 2009, parents or students may deduct up to \$4,000 for college or other post-secondary education tuition and other qualifying fees, even if they don't itemize deductions. There are certain restrictions and income limits, so refer to the IRS' "Top Ten Facts About the Tuition and Fees Deduction" for more details: www.irs.gov/newsroom/article/0,,id=205361,00.html.

Educator expenses. Teachers and other educators who work at least 900 hours during a school year may deduct up to \$250 for eligible unreimbursed expenses they paid for out of pocket, including books, supplies, equipment and software used in the classroom. They may do so even if they don't itemize deductions on IRS Schedule A. Read Topic 458 at www.irs.gov for details.

You may want to confer with your tax preparer or financial advisor to make sure you qualify before acting on these tax benefits.

Read more from Practical Money Matters at www.practicalmoneyskills.com

Extended Meter Hours Study

In April 2009, the SFMTA proposed extending parking meter hours of operation throughout the City until 10 p.m. Monday through Saturday, and to operate parking meters from 10 a.m. to 6 p.m. on Sunday. On May 12, the Board of Supervisors approved the SFMTA 2010 Amended Budget, which included revenue estimates from the extended parking meter hours proposal. Implementation of the extended parking hours, however, was tabled pending the results of a study to refine the original proposal.

The SFMTA conducted the study in summer of this year. The results of that study will be presented to the SFMTA Board of Supervisors as an informational item on October 20.

For accessibility assistance with the following documents, please call Jay Primus at 415.701.4500.

[Download the full study \(PDF\)](#)

[Download a presentation of the study \(PDF\)](#)

[Download the map \(PDF\)](#)

Benefits

The refined proposal is part of the SFMTA vision for parking management with an end goal of creating a more effective and efficient transportation system within San Francisco. Parking meters create parking availability, which helps manage the flow of traffic in a number of ways:

- Creates more available parking for drivers
- Facilitates business by creating more available parking for customers
- Contributes to Muni speed and reliability by reducing the delays caused by double-parking and drivers circling for parking
- Creates a safer driving environment by reducing double parking and circling drivers
- Fosters sustainability by reducing fuel waste and greenhouse gas emissions from circling vehicles
- Improves available residential parking by increasing visitor parking in metered spaces in front of stores

Feedback

To give feedback on the study, please call 311 or e-mail extendedhours@sfmta.com.

PRIMERO Hispanic Heritage Scholarship

Sears Holdings Corporation (SHC) celebrates Hispanic Heritage Month by introducing the PRIMERO Hispanic Heritage ScholarshipSM and a new bilingual social network site for students and parents. Visit www.shcprimerobeca.com and enter for the opportunity to win up to \$10,000 for college tuition, receive helpful tips via blogs from current college students and learn how to plan, apply, fund, and the value of education. Giving back to the communities where SHC lives, works and does business is important to us. SHC's Sears and Kmart stores are dedicated in supporting the continued growth and development of its Hispanic neighbors, employees and customers. For more information on Sears and Kmart, visit www.sears.com or www.kmart.com.

Don't Forget to Vote! Your City, Your Vote, Your Voice - Municipal Election November 3, 2009

Prop A Support

Budget Process Shall the City: establish a two-year budget cycle; be required to adopt a five-year financial plan; be required to adopt long-range financial policies and require that the budget comply with these policies; permit the Controller to certify the availability of funds for a contract if the Controller determines funds will be available when due; change deadlines for submitting and adopting labor agreements; and allow the Board to decide how to publish required public notices?

Prop B No Position

Board of Supervisors Aides Shall the City eliminate from its Charter the requirement that each member of the Board of Supervisors have two aides?

Prop C Support

Candlestick Park Naming Rights Shall the City be permitted to enter into a new naming rights contract for Candlestick Park, and shall it be City policy that fifty percent of any City revenue from the sale of those naming rights be used to fund directors of City recreation centers?

Prop D Support

Mid-Market Special Sign District Shall the City create a Mid-Market Special Sign District where new general advertising signs would be permitted, subject to certain restrictions?

Prop E Oppose

Advertisements on City Property Shall the City prohibit an increase in the number of general advertising signs on street furniture and specifically prohibit new general advertising signs on City-owned buildings?

MARK YOUR CALENDARS

Nov 1 - Día de los Muertos with SF Symphony



Tickets \$15-\$65.

Half price for ages 17 and under.

For ticket information, visit the [San Francisco Symphony website](http://www.sfsymphony.org).

Bring the entire family as the San Francisco Symphony marks the Day of the Dead with a concert that celebrates Latino culture on November 1st at 2p. Come early for pre-concert festivities in the Davies Symphony Hall lobby including refreshments, children's activities, and colorful displays celebrating Día de los Muertos.

Program:

- Revueltas - Noche de jaranas from La Noche de los Mayas
- Gabriela Lena Frank - Selections from Three Latin American Dances
- Ginastera - Danza del trigo from Estancia
- Moncayo - Huapango
- Saint-Saëns - The Carnival of the Animals
- Márquez - Danzón No. 2

PROCUREMENT

Stay Abreast of Procurement Opportunities Using WWW.RECOVERY.ORG

Recovery.org, a service of Onvia, is tracking American Recovery and Reinvestment Act (ARRA) spending by Federal, State and Local agencies and provides detailed information about what is happening in our States and Municipalities - from the moment ARRA funds are approved, to a government agency's issuance of a Bid or RFP, through contract award to a business.

Onvia developed Recovery.org to bring unprecedented levels of transparency and accountability to recovery spending* and to ensure that every business, regardless of size, has equal access to the projects associated with the recovery efforts. In order to create jobs, businesses need information about when and where ARRA-funded projects are happening, and they need to know early on in order to prepare and submit bids/proposals. Onvia's Recovery.org site provides early notices of projects, RFPs, bid documents, amendments to these documents, and contract award information about contractor and subcontractor recipients of Recovery funds, as close to real-time as is possible. Business owners need this information in order to actually win Recovery-funded contracts and thereby hire or retain employees to perform on the contract.

Onvia is the leading provider of Business-to-Government solutions in the United States, covering the broadest set of industries and products at every level of the public sector - Federal, State, Local and Education. For more than twelve years, Onvia has delivered unparalleled coverage of government purchasing activity and commercial/residential projects for clients in a variety of industries, including:

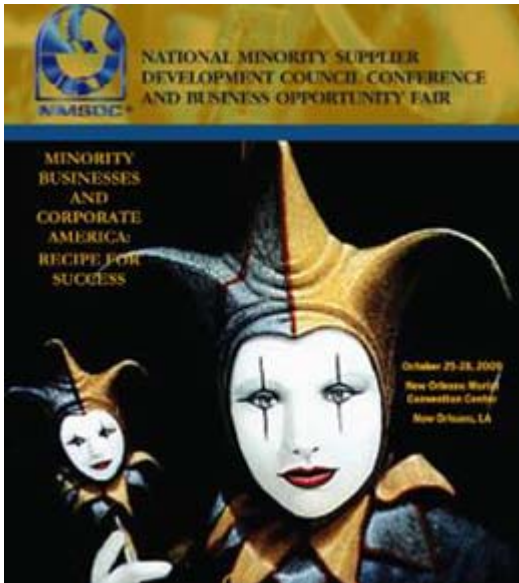
- Architecture and Engineering
- Construction

- IT/Telecom
- Healthcare
- Operations and Maintenance
- Professional Services
- Transportation
- Water and Energy/Alternative Energy

Businesses across the United States rely on Onvia as a comprehensive resource for industry-specific information needed to make intelligent sales decisions. Find out what Onvia's paid subscribers already know. To receive five free project leads related to your business, call 1-800-331-2822.

All updates on recovery projects available at [http://www.recovery.org/for_businesses.aspx?gloc=ALAMEDA+\[CA\]*CNT:06001&mloc=CA\\$001#](http://www.recovery.org/for_businesses.aspx?gloc=ALAMEDA+[CA]*CNT:06001&mloc=CA$001#)

Oct 25-28 — Save the Date: National Minority Supplier Development Council Conference and Business Opportunity Fair, New Orleans



Join us in New Orleans, Louisiana, at the 2009 National Minority Supplier Development Council Conference and Business Opportunity Fair, October 25 through 28, at the New Orleans Morial Convention Center. We hope that you will be one of the more than 7,000 corporate executives, minority business owners and government officials who will attend NMSDC's biggest event of the year. This year's Conference will deliver the most up-to-date information on minority business development. Nationally-renowned speakers at Power Breakfasts, Luncheons, Plenary Sessions and Workshops with Corporate CEO's, Purchasing Executives, Minority Entrepreneurs, Government Decision-makers, and many other national experts on minority supplier development. Program includes Business Opportunity Fair on Monday only with more than 850 corporate and minority business booths. This is the only event of its kind - one that brings together the

best of meetings, special events and minority businesses and corporations! This year's Conference program, coupled with the Business Opportunity Fair, is an opportunity you can't afford to miss. A leader in minority business development for 37 years, NMSDC has made great strides in providing increased procurement and business opportunities for Asian, Black, Hispanic and Native American-owned businesses of all sizes.

Pre-registration discount available through Sep 11th. Full Conference Pass, Day Pass, and Business Opportunity Fair Only Pass are available. For additional details, visit <http://www.nmsdconline.com/>

Pacific Gas & Electric Seeks Contractors

The California Hispanic Chambers of Commerce (CHCC), has been working with Pacific, Gas & Electric Company (PG&E) to identify companies to bid on upcoming contract opportunities. Currently, the CHCC needs your assistance in identifying the following types of companies:

Areas of Work - NAICS Codes

- Transmission & Distribution - construction 541330 / 237110 / 237120 / 238910
- Substation Work - engineering 333613
- Trenching & Paving - 238110 / 238140 / 238990
- Hydro, and power plant experience - 237130 / 237990
 - * We ask that the above companies have a background with other utilities
- Nuclear engineering, project management, construction, and furniture - 238220 / 238290 / 236210 / 237110
 - * In most cases, these companies must also have a Nuclear background
- SAP consultants that have worked specifically with utilities - 541611 / 541614
- Diverse rental car company and diverse GM dealer - 441110

All companies should be certified through the California Public Utilities Commission Supplier Clearing House.

All companies must complete CHCC's Procurement Participant Questionnaire. (Questionnaire available at http://www.cahcc.com/procurement_questions.pdf) Please send any information about potential companies to CHCC's Director of Programs & Administration Sophia Garcia at sophia@cahcc.com. If you have any questions, please do not hesitate contact Sophia at 916-444-2221.

Transbay Transit Center Project is a \$4.185 Billion Project Seeking Contractors

The Transbay project consists of three interconnected elements:

1. Replacing the outdated Transbay Terminal at 1st and Mission Streets in San Francisco with a new Transit Center that will be the nation's model of new downtown intermodal stations;
2. Extending Caltrain 1.3 miles underground from its current terminus at 4th and Townsend Streets to the new downtown Transit Center, which will also serve the San Francisco station for future California High Speed Rail; and
3. Creating new neighborhood with homes, offices, parks, and shops surrounding the new Transit Center.

The project is in need of minority contractors. Details are available at <http://www.transbaycenter.org/TransBay/content.aspx?id=425>. Other subcontracting opportunities are available for construction related businesses and professional services.

Call the SFHCC at 415-278-9611 to be notified of upcoming opportunities.

EVENTS BY OTHER ORGANIZATIONS

Oct 22- 23 - BizTechDay 2009

On October 22-23, come network with a community of over a thousand inspired entrepreneurs, angel investors and renowned business leaders. Expert speakers and business icons (from Google, Facebook, LinkedIn, Twitter, Yelp, Virgin America, Elance, Constant Contact, Justin.TV, WordPress, CBS 5, and Comcast Business Class) will share their insights and experience and help your business get up to speed in this economic downturn. BizTechDay is the most practical, hands-on and experiential conference for small business owners where you will learn specific strategies and online tools necessary to market and raise capital for your business. Regular priced tickets are \$595. All Chamber Members will save \$150 if they register at www.biztechday.com/register/. Please use the code: "HispanicChamber"

FEATURED MEMBERS

Marketing Services

BuyCultural Marketing

208 Third Avenue
San Francisco CA, 94118
P: 415-668-4748

Campos-Emert Enterprises

35 Mitchell Blvd., Ste. 6B
San Rafael CA, 94903
P: 415-472-2347
F: 415-472-2385

CommuniQue

2 Elsie Street
San Francisco CA, 94110
P: 415-378-4360

Inproma

299 Old County Road, Unit 7
San Carlos CA, 94070
P: 650-551-1551
F: 650-551-9550
W: www.inproma.biz

Isabel Valdes Consulting

3701 Sacramento St. Apt. 259
San Francisco CA, 94118
P: 415-752-2257
F: 415-752-2157
W: www.isabelvaldes.com

Latino Agency

440-B 9th Street
San Francisco CA, 94103
P: 415-777-9630
F: 415-520-0217
W: <http://www.latioagency.com>

Marketeer Unlimited

826 Algona Blvd. North
Algona WA, 98001
P: 253-939-2467
F: 253-939-2834

MTM Resource

P.O. Box 205
Daly City CA, 94106
P: 530-542-1317
F: 530-542-1312
W: www.charter.net

One World Communications

2001 Harrison Street
San Francisco CA, 94110
P: 415-355-1935
F: 415-355-0295
W: www.owcom.com

NEW MEMBERS

Chamber members have access to exclusive benefits that build relationships, increase visibility, and generate business leads. They're the first to learn about economic trends and developments that shape the City's business environment and their own companies' growth. And they influence decision makers in San Francisco and beyond, helping ensure that San Francisco means business-in every sense. We welcome additions to the San Francisco Hispanic Chamber of Commerce.

Memberships can be purchased online at: <http://sfhcc.com/members/join.html>

Community Financial Services Association of America

Natasha Fooman
2269 Chestnut Street #883
San Francisco 94123
P: (415) 455-0430
W: www.cfsa.net Corporate Membership

U.S. Bancorp

Corporate Member
W: www.usbancorp.com

Corporate Membership

Bloomberg Television

Wil Loesel
Director, Affiliate Sales - Western Region
731 Lexington Avenue
New York, NY 10022
Corporate Membership

Maria Bernard

Individual Member
Antioch, CA

William Ortiz-Cartagena

San Francisco, CA
Student Membership

Rick Parras

2091 A Mission Street
San Francisco, CA 94110
Small Business Membership

Marc-Andrew Aguilera

Crockett, CA
Individual Membership